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# Farm Broadcasters Letter

Letter No. 2260

COMMENT May 1, 1986

## WORLD FOOD NEEDS

During 1985/86, food needs in 69 developing countries are estimated by the U.S. Department of Agriculture at 8 million, 700 thousand tons of cereals. The projected needs are in excess of estimated commercial import capacity to maintain consumption at average levels of recent years. To meet minimum nutritional standards, the 69 countries would require 15½ million tons of additional cereals in 1986/87, 4½ million less than the previous year.

## MORE RED MEAT PURCHASES

Sec'y of Agriculture Richard Lyng announced that the Commodity Credit Corporation purchased over 17½ million pounds of ground beef and canned beef at the end of April. Since the announcement of the red-meat buyout program, USDA has purchased 39-1/3 million pounds at an approximate cost of \$41,261,000. (For more information on purchases, call 202-447-2650.)

## USDA EASING DAIRY PROGRAM IMPACT

The U.S. Department of Agriculture is taking steps to avoid domestic red meat market displacements due to the dairy program, according to Sec'y of Agriculture Richard Lyng. USDA will make additional red meat purchases in a manner that ensures purchases in each of the program's periods will be proportionate to the estimated slaughter of cattle under the program for that period. The three periods are April 1 to Aug. 31, 1986; Sept. 1 to Feb. 28, 1987; and March 1 to Aug. 31, 1987. The Commodity Credit Corporation will contact program participants to determine the month or months in which they intend to slaughter their cows, heifers and calves. Producers will also be asked for a report of their intentions to export cattle.

## AUSTRALIA'S WHEAT EXPORTS ON TARGET

The Australian Wheat Board announced that it has firm commitments for the purchase of over 14 million tons of wheat, according to the U.S. Department of Agriculture. Australia has an excellent chance of achieving its wheat export target of 16 million tons. Major Australian wheat buyers are China, Egypt, Iran, Iraq, Japan, and the Soviet Union.

## SRS NOW NASS

The Statistical Reporting Service of the U.S. Department of Agriculture has been renamed the National Agricultural Statistics Service. According to William E. Kibler, the agency's administrator, the new name will reflect more accurately the agency's purpose and broad agricultural focus. The agency's Crop Reporting Board will now be called the Agricultural Statistics Board. This name also will describe more accurately the scope of the board's work.

U.S. WHEAT  
EXPORT  
FORECAST

As of mid-April, the forecast for 1985/86 U.S. wheat exports remained unchanged at 24½ million tons, according to the U.S. Department of Agriculture. Actual U.S. wheat exports through April 17 totaled 20½ million tons, nearly 40 pct. below last year's level of nearly 34 million tons.

U.S. WHEAT  
PRICES MORE  
COMPETITIVE

Recent sales of new-crop U.S. wheat indicate that U.S. export prices have become somewhat more competitive on the world market, according to the U.S. Department of Agriculture. Through mid-April, wheat sales for shipment in the 1986/87 marketing year totaled 1.7 million tons, nearly double sales for the corresponding period last year.

CANADA  
SUPPLEMENTS  
FARMER INCOMES

The Canadian Government has announced record interim Western Grain Stabilization Program payments totaling 580 million Canadian dollars to participating prairie farmers for their 1985/86 crop, according to the U.S. Department of Agriculture. This program supplements farmers' incomes, allowing them to continue production, often in competition with U.S. farmers. Payouts are triggered when earnings from a basket of commodities - that is, wheat, barley, oats, rye, rapeseed, flaxseed, and mustard - fall below average earnings for the previous 5 years.

EC PREPARES FOR  
U.S. NEW-CROP  
WHEAT

In preparation for greater competition from lower-priced, new-crop U.S. wheat, the European Commission has shifted wheat exports from free market supplies to intervention sales, according to the U.S. Department of Agriculture. With this shift, the Commission hopes to reduce its expenditures for storing large amounts of low-quality wheat. And by restricting exports of free market wheat, the Commission can effectively maintain internal wheat supplies at an adequate level and stimulate domestic demand by lowering internal-European Community prices. This could narrow the expected gap between high EC and reduced world wheat prices.

COARSE GRAIN  
EXPORT FORECAST

In mid-April, the 1985/86 U.S. coarse grain export forecast was lowered nearly 2 million tons to 44 million tons, according to the U.S. Department of Agriculture. A reduction in the U.S. corn export forecast, just under 37 million tons was responsible for all the decline. The apparent lack of demand for feed grains in Europe and the USSR continues to result in lagging U.S. corn sales. As of April 17, U.S. corn exports totaled just under 24 million tons, over 23 pct. below exports for the corresponding period in 1984/85.

U.S. MARKET  
OPPORTUNITIES  
FOR CORN

There are indications that Romania may import over 500,000 tons of corn during the calendar year 1986, according to the U.S. Department of Agriculture. Competitively priced U.S. corn could gain a large share of this market opportunity. The German Democratic Republic also indicated that lower prices of U.S. corn may make it more attractive in the future.

PRICES RECEIVED  
DOWN 2 POINTS

The April Index of Prices Received by Farmers for All Farm Products decreased 2 points - 1.6 pct. - from March to 120 pct. for its Jan.-Dec. 1977 average, according to the U.S. Department of Agriculture. Lower prices for eggs, cattle, hogs, wheat, and milk were partially offset by higher prices for lettuce, potatoes and tomatoes. The index was 12 points - 9.1 pct. - below a year ago.

FROM OUR RADIO  
SERVICE

COMBATING GYPSY MOTH SPREAD...Gary Moorehead with USDA's Animal and Plant Health Inspection Service describes the damage caused by gypsy moths and the types of control methods underway. DeBoria Janifer interviews. (176)

RURAL ROADS AND BRIDGES - I...A recent study reveals that ninety percent of all bridge deficiencies in the U.S. are located on rural roads. Ruth McWilliams with USDA's Office of Transportation examines the rural roads and bridge problem. Vic Powell interviews. (177)

RURAL ROADS AND BRIDGES - II...Ruth McWilliams with USDA's Office of Transportation continues her discussion on the rural roads and bridge problem in the U.S., including the type of assistance the Office of Transportation is offering. Vic Powell interviews. (178)

FARM FINANCIAL STRESS - THE HIDDEN DIMENSION...Allan Lines, Ohio State University Extension Farm Management, talks about financial stress on U.S. farms and how current statistics and figures change in terms of economic conditions when the farm "business" instead of the farm family becomes the focus. DeBoria Janifer interviews. (179)

GAS SAFETY...Many changes have occurred in the past twelve years in gasoline used in automobiles and other gasoline-powered engines. Rollin Schneider, a Federal extension farm safety coordinator with the University of Nebraska focuses on these changes and what operators can do to ensure safety. DeBoria Janifer introduces. (180)



FROM OUR RADIO  
SERVICE

AGRICULTURE USA #1509...(Weekly 13½ min documentary) George Holmes takes an in-depth look at Biotechnology. Is it really helping American agriculture? He talks to experts on both sides of the issue.

AGRITAPE/FARM PROGRAM REPORT #1498...(Weekly reel of news features) USDA news highlights; Farmers: Victims of efficiency?; Citrus Part I, "The Freeze"; Citrus Part II, "The Canker."

CONSUMER TIME #991...(Weekly reel of 2½-3 min features) Reseeding your lawn; Saving seeds; Using a rethatching machine; Pollutants as nutrients; Genetic engineering...good or bad?

USDA RADIO NEWS SERVICE...Tues, May 13, Weekly weather and crop summary; Wed, May 14, Milk production report; Thurs, May 15, Cattle on feed. Dial the USDA National News Line 202-488-8358 or 8359. All material changed at 5 p.m. ET each working day.

OFF MIKE

Sec'y of Agriculture Richard Lyng has appointed Lynne Melillo as his press secretary. She replaces John Ochs who resigned to take a position with the Ford Motor Company. Lynne was press secretary to Senator Mitch McConnell (R-KY) ...Wow! We're impressed. Two times over, in fact. First we learned that the UPI Broadcasters Assoc. of Iowa honored Herb Flambeck (Living History Farms, Des Moines, Iowa) with its prestigious H.R. Gross Award, named after the first news director at WHO, Des Moines and awarded for life-long achievements in broadcasting. Then we found out that Warren Nielson (KFAB, Omaha, Neb) received not one, not two, but three awards in three months. In January it was the Nebraska Fertilizer & Ag-Chemical Institute's 1986 Media Award, and in March it was the Nebraska Council on Public Relations for Agriculture's AgRelations Award and the Mid-America Dairymen' Inc.'s 1986 Salute Award. Our congratulations to Herb and Warren!! ... Amy Johns, news director at WICO, Salisbury, Maryland, called to report she has filled the farm director's position. He's Kevin Scott, former news director at WCTD, Federalsburg, MD. Amy also took us to task (mildly) for misquoting her. WICO is a half-mile from the beach. Wrong! The station is a half-hour away. Also she said she received a call from Charlie Schumucker in Beaumont, Texas. He said he was tempted to apply for the job but it seems he's kinda set in his ways. He's 75 years old and has been broadcasting farm news for 37 of them ... Julie Terstriep (WLRB/WKAI, Macomb, Ill) dropped us a note and enclosed some farm programming cards "...much like Jack McConnell..." we mentioned in a recent newsletter. Julie reported her station also conducted a farm input give-away promotion, and she asked us to send them some rain. Sorry, we're getting short here, too ... Davonna Oskarson is no longer with the Martin Agency in Richmond, Virginia, because of account reassignments. She looking for another position...and getting ready for her wedding in July.

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U.S. Dept. of Agriculture  
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